

Poster
Que fais-tu pour empêcher cela?
Madrid

Josep Renau
1937



Plakat, Que fais-tu pour empêcher cela? Madrid, 1937
Erscheinungsland: Frankreich
Gestaltung: Josep Renau (zugeschrieben), Fotografie:
Robert Capa (zugeschrieben)
Auftrag: Ministerio de Propaganda, Junta delegada de
Defensa de Madrid, ES
Material / Technik: Lithografie, Tiefdruck
39.5 × 27.5 cm
Eigentum: Museum für Gestaltung Zürich / ZHdK

Using a photograph probably taken by famous war reporter Robert Capa (1913–1954), this poster calls upon the international opponents of Franco's fascism to support the Spanish Republic. Realistic and emotionalizing pictorial formulas were masterfully unified to this end.

During the Spanish Civil War, Josep Renau (1907–1982) was commissioned by the Spanish Republic to create a number of posters, and this one is attributed to him. In the hands of the Republicans at the time, Madrid was bombarded by Franco's troops in 1936 with the aid of the German Condor Legion. The photomontage brings together the burning ruins of a house, an airplane squadron, and a photograph of a mother and her small child. The composition, which draws upon Constructivism, enhances the drama by forcing the two faces into a black wedge. Desperation and distress become instantly apparent. Photos of suffering or murdered children were used as propaganda for the first time in the Spanish Civil War. The motif of mother and child, by contrast, has been common in antiwar posters since the end of World War I. Here, there is an effort to

engage Christian iconography, while women and children also represent the innocent civilian victims of modern warfare. (Bettina Richter)

<https://www.eguide.ch/en/objekt/que-fais-tu-pour-empêcher-cela-madrid/>

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